AMENDMENTS TO THE CLAIMS

Please make the following amendments to the claims:

1. (Cancelled)

2. (Previously Presented) The computer-readable medium of claim 35, the program further comprising generating a marketing recommendation based at least in part on the generated assessment.

3. (Previously Presented) The computer-readable medium of claim 2, wherein the marketing recommendation is an absolute recommendation based at least in part on a predetermined threshold.

4. (Currently Amended) The computer-readable medium of claim 2, wherein the marketing recommendation is a relative recommendation based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of licensing rights of other intellectual property assets.

5-9. (Cancelled)

10. (Previously Presented) The computer-readable medium of claim 35, wherein the criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.

11. (Currently Amended) A method for determining whether to market licensing rights for an intellectual property asset, the method comprising:

receiving intellectual property asset protection data, wherein the intellectual property asset protection data includes protection data corresponding to a plurality of intellectual property assets, wherein each intellectual property asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property asset;

storing the intellectual property asset protection data in an intellectual property asset protection database including a plurality of intellectual property asset protection data records, wherein each intellectual property asset protection data record of the plurality of intellectual property asset protection data records in the intellectual property asset protection database corresponds to at least one intellectual property asset;

providing intellectual property asset protection data from at least one intellectual property asset protection data record in the intellectual property asset protection database to an intellectual property utilization system; and

determining, utilizing a computer system of the intellectual property utilization system, a utilization recommendation based on intellectual property licensing rights marketability data, including

determining a market potential assessment corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database for licensing rights for the intellectual property asset,[;]

determining a marketing project timeframe assessment corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database for licensing rights for the intellectual property asset,[;]

determining a projected revenue potential assessment corresponding to the at least one intellectual property asset protection data record from the intellectual property asset

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protection database for <u>licensing rights for</u> the intellectual property asset,[;]

determining a competitive threat assessment <u>corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database</u> for <u>licensing rights for</u> the intellectual property asset,[;] and

determining a marketing opportunity assessment <u>corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database</u> for <u>licensing rights for</u> the intellectual property asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

12.   (Currently Amended) The method of claim 11, the method further comprising:

determining an intangible value assessment <u>corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database</u> for <u>licensing rights for</u> the intellectual property asset,

wherein the marketing opportunity assessment <u>corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database</u> for <u>licensing rights for</u> the intellectual property asset is further based at least in part on the determined intangible value assessment.

13.   (Currently Amended) The method of claim 11, the method further comprising determining that <u>licensing rights for</u> the intellectual property asset <u>are</u> [is] to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

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14.   (Previously Presented) The method of claim 11, wherein the determining a marketing potential assessment step further includes determining a product viability assessment.

15.   (Previously Presented) The method of claim 11, wherein the determining a marketing project timeframe assessment step further includes determining a product marketing readiness assessment.

16.   (Previously Presented) The method of claim 11, wherein the determining a projected revenue potential assessment step further includes determining a projected total anticipated revenue assessment.

17-34. (Cancelled)

35.   (Currently Amended) A computer-readable medium containing a program for use in a computer for determining whether to market licensing rights for an intellectual property asset, the program comprising the steps of:

        receiving intellectual property asset protection data, [associated with the intellectual property asset] wherein the intellectual property asset protection data includes protection data corresponding to a plurality of intellectual property assets, wherein each intellectual property asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property asset;

        storing the intellectual property asset protection data in an intellectual property asset protection database including a plurality of intellectual property asset protection data records, wherein each intellectual property asset protection data record of the plurality of intellectual property asset protection data records in the intellectual property asset protection database corresponds to at least one intellectual property asset;

providing intellectual property asset protection data from at least one intellectual property asset protection data record in the intellectual property asset protection database to an intellectual property utilization system; and

determining by the intellectual property utilization system a utilization recommendation based upon intellectual property licensing rights marketability data, wherein the determining includes generating an assessment of the marketability of licensing rights for at least one [the] intellectual property asset corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database, including determining an intellectual property licensing rights marketing opportunity score, based at least in part on the intellectual property asset protection data and on a criterion, wherein the criterion includes whether marketing the licensing rights of the intellectual property asset to a licensing rights customer will have a non-royalty impact on a marketer of the licensing rights of the intellectual property asset, wherein the determining of the intellectual property licensing rights marketing opportunity score includes a comparative analysis of information from a database of historical data regarding valuations of at least one other intellectual property asset.

36.   (Currently Amended) The computer-readable medium of claim 35, wherein the [generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the] criterion includes whether marketing the licensing rights of the intellectual property asset to a licensing rights customer will give the customer a competitive advantage over the marketer of the licensing rights of the intellectual property asset.

37.   (Currently Amended) The computer-readable medium of claim 35, wherein the [generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the] criterion includes whether marketing the <u>licensing rights of the</u> intellectual property asset to a <u>licensing rights</u> customer will increase a potential for future commercially advantageous transactions by the marketer <u>of the licensing rights</u> with the customer.

38.   (Currently Amended) The computer-readable medium of claim 35, wherein the [generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the] criterion includes whether marketing the <u>licensing rights of the</u> intellectual property asset to a <u>licensing rights</u> customer will foster internal organizational relations.

39.   (Currently Amended) The computer-readable medium of claim 35, the program further comprising the step of:

determining that the <u>licensing rights of the</u> intellectual property asset [is] <u>are</u> to be marketed when the generated assessment satisfies a predetermined threshold.

40.   (Currently Amended) The computer-readable medium of claim 35, the program further comprising the step of:

determining that the <u>licensing rights of the</u> intellectual property asset [is] <u>are</u> to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of <u>licensing rights of</u> other intellectual property assets.

41.   (Currently Amended) A method for determining whether to market <u>licensing rights of</u> an intellectual property asset, the method comprising the steps of:

receiving intellectual property asset <u>protection</u> data<u>, wherein the intellectual property asset protection data includes protection data corresponding to a plurality of</u> [associated with the] intellectual property asset<u>s, wherein each intellectual property asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property asset</u>; [and]

<u>storing the intellectual property asset protection data in an intellectual property asset protection database including a plurality of intellectual property asset protection data records, wherein each intellectual property asset protection data record of the plurality of intellectual property asset protection data records in the intellectual property asset protection database corresponds to at least one intellectual property asset;</u>

<u>providing intellectual property asset protection data from at least one intellectual property asset protection data record in the intellectual property asset protection database to an intellectual property utilization system; and</u>

generating, utilizing a computer system <u>of the intellectual property utilization system</u>, a <u>utilization recommendation based on intellectual property licensing rights marketability data, including generating</u> an assessment of the marketability of the <u>licensing rights of at least one</u> intellectual property asset <u>corresponding to the at least one intellectual property asset protection data record from the intellectual property asset protection database</u> based at least in part on the intellectual property asset <u>protection</u> data and on a criterion, wherein the criterion includes whether marketing the <u>licensing rights of the</u> intellectual property asset to a <u>licensing rights</u> customer will have a non-royalty impact on a marketer of the <u>licensing rights of the</u> intellectual property asset.

42.   (Currently Amended) The method of claim 41, wherein [the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a

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criterion, wherein] the criterion includes whether marketing the <u>licensing</u> <u>rights of the</u> intellectual property asset to [a] <u>the licensing rights</u> customer will give the <u>licensing rights</u> customer a competitive advantage over the marketer of the <u>licensing rights of the</u> intellectual property asset.

43. (Currently Amended) The method of claim 41, wherein [the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein] the criterion includes whether marketing the <u>licensing</u> <u>rights of the</u> intellectual property asset to [a] <u>the licensing rights</u> customer will increase a potential for future commercially advantageous transactions by the marketer with the <u>licensing rights</u> customer.

44. (Currently Amended) The method of claim 41, wherein [the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein] the criterion includes whether marketing the <u>licensing</u> <u>rights of the</u> intellectual property asset to a <u>licensing rights</u> customer will foster internal organizational relations.

45. (Currently Amended) The method of claim 41, wherein [the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein] the criterion includes a protection status associated with the intellectual property asset.

46. (Currently Amended) The method of claim 41, the method further comprising the step of:

determining that the <u>licensing rights of the</u> intellectual property asset [is] <u>are</u> to be marketed when the generated assessment satisfies a predetermined threshold.

47. (Currently Amended) The method of claim 41, the method further comprising the step of: determining that the <u>licensing rights of the</u> intellectual property asset [is] <u>are</u> to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of <u>licensing rights of</u> other intellectual property assets.

48. (Currently Amended) A computer-readable medium containing a program for <u>use with a computer for</u> determining whether to market <u>licensing rights of</u> an intellectual property asset, the program comprising the steps of:

<u>receiving intellectual property asset protection data, wherein the intellectual property asset protection data includes protection data corresponding to a plurality of intellectual property assets, wherein each intellectual property asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property asset;</u>

<u>storing the intellectual property asset protection data in an intellectual property asset protection database including a plurality of intellectual property asset protection data records, wherein each intellectual property asset protection data record of the plurality of intellectual property asset protection data records in the intellectual property asset protection database corresponds to at least one intellectual property asset;</u>

<u>providing intellectual property asset protection data from at least one intellectual property asset protection data record in the intellectual property asset protection database to an intellectual property utilization system; and</u>

<u>determining a utilization recommendation based on intellectual property licensing rights marketability data, including</u>

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determining a market potential assessment <u>corresponding to the at</u>
<u>least one intellectual property asset protection data record</u>
<u>from the intellectual property asset protection database</u> for
<u>licensing rights for</u> the intellectual property asset[;]<u>,</u>

determining a marketing project timeframe assessment
<u>corresponding to the at least one intellectual property asset</u>
<u>protection data record from the intellectual property asset</u>
<u>protection database</u> for <u>licensing rights for</u> the intellectual
property asset[;]<u>,</u>

determining a projected revenue potential assessment
<u>corresponding to the at least one intellectual property asset</u>
<u>protection data record from the intellectual property asset</u>
<u>protection database</u> for <u>licensing rights for</u> the intellectual
property asset[;]<u>,</u>

determining a competitive threat assessment <u>corresponding to the</u>
<u>at least one intellectual property asset protection data</u>
<u>record from the intellectual property asset protection</u>
<u>database</u> for <u>licensing rights for</u> the intellectual property
asset[;]<u>,</u> and

determining a marketing opportunity assessment <u>corresponding to</u>
<u>the at least one intellectual property asset protection data</u>
<u>record from the intellectual property asset protection</u>
<u>database</u> for <u>licensing rights for</u> the intellectual property
asset based at least in part on the determined market
potential assessment, the marketing project timeframe
assessment, the projected revenue potential assessment,
and the competitive threat assessment.

49. (Currently Amended) The computer-readable medium of claim 48, the program further
comprising the steps of:

determining an intangible value assessment <u>corresponding to the at least one</u> <u>intellectual property asset protection data record from the intellectual</u> <u>property asset protection database</u> for <u>licensing rights for</u> the intellectual property asset,

wherein the marketing opportunity assessment for the <u>licensing rights for the</u> intellectual property asset is further based at least in part on the determined intangible value assessment.

50.   (Currently Amended) The computer-readable medium of claim 48, the program further comprising the step of determining that the <u>licensing rights of the</u> intellectual property asset <u>are</u> [is] to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

51.   (Previously Presented) The computer-readable medium of claim 48, wherein the marketing potential assessment includes a product viability assessment.

52.   (Previously Presented) The computer-readable medium of claim 48, wherein the marketing project timeframe assessment includes a product marketing readiness assessment.

53.   (Previously Presented) The computer-readable medium of claim 48, wherein the projected revenue potential assessment includes a projected total anticipated revenue assessment.

54.   (Previously Presented) The computer-readable medium of claim 48, wherein the marketing criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.